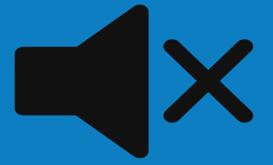




Webinar Instructions

- Please mute your phone
- Please use in web chat box for questions when they arise.
- Questions will be answered at the end of the presentation.
- A copy of the slides will be available after the completion of the webinar
 - www.NHTSA.gov
 - About NHTSA
 - Highway Safety Grant Programs

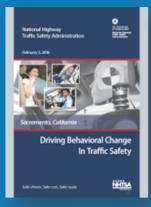


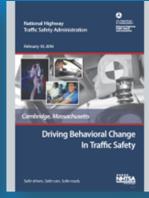




Welcome and Purpose

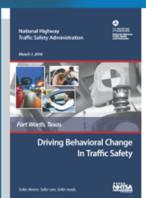
- Sacramento, CA February 5
- Cambridge, MA February 10
- Denver, CO February 18
- Atlanta ,GA February 23
- Fort Worth, TX March 1
- Washington, DC March 10-11

























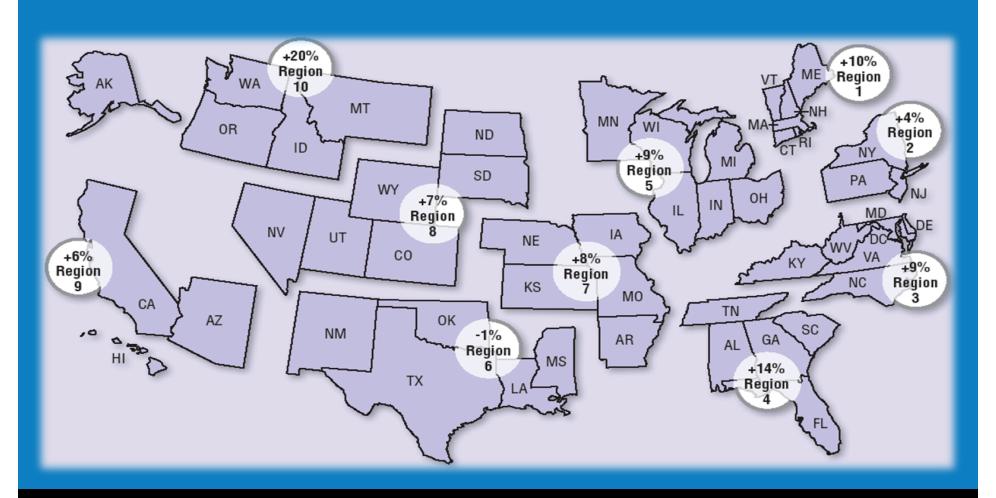
The State of the States Early Estimate of Motor Vehicle Traffic Fatalities in 2015

- In 2015:
- 35,200 people died in motor vehicle crashes on U.S. roadways, up from 32,675 reported fatalities in 2014
 - Injured (Pending)
 - Crashes reported to police (Pending)





Safety is Personal, Safety is Local 2015 Early Estimate of Motor Vehicle Traffic Fatalities





Our National Traffic Safety Picture

- The Four D's
 - Drunk Driving
 - Drugged Driving
 - Distracted Driving
 - Drowsy Driving
- Unrestrained Fatalities
- Pedestrian Fatalities
- Bicyclist Fatalities













Crash Clock (National)

- Every **5 seconds** a crash is reported to law enforcement
- Every 13 seconds someone is injured in a traffic crash
- Every 15 minutes someone dies in a traffic crash





Innovations in Changing Behavior

Impaired Driving Instagram Journey

- Pat Hoye, Bureau Chief Iowa Governor's Traffic Safety Bureau
- Tyler Wentworth, Senior Social Media Specialist The Integer Group
- Kaitlin Olson, Account Executive The Integer Group

Safe2Sturgis- A Border-to-Border Motorcycle Safety Campaign

 Gina Espinosa-Salcedo, Regional Administrator, National Highway Traffic Safety Administration, Region 8



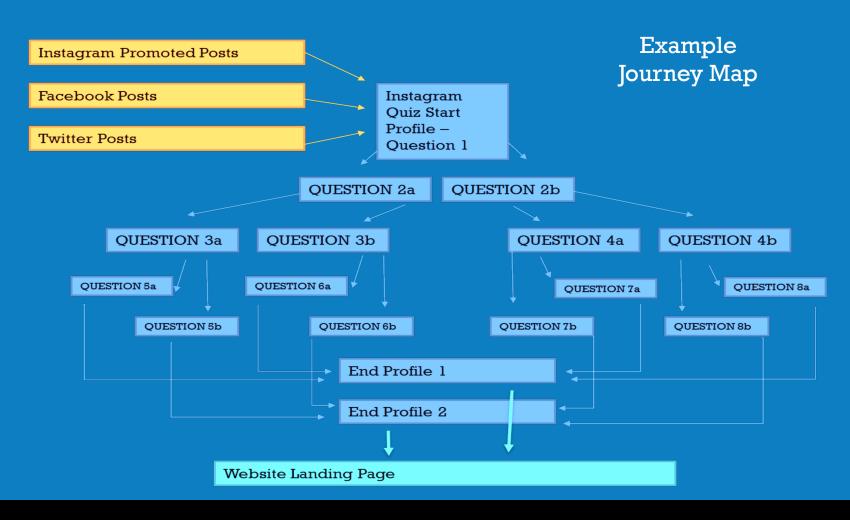


Instagram Journey Strategy

- Our Target
 - Males 20-24 are the highest percentage of drivers involved in alcoholrelated crashes
 - The Platform
 - 60.3 million users on Instagram daily
 - 60% of users are under 34 years old
- Social Strategy
 - Deliver disruptive content on a platform that resonates with our millennial driver target
 - A multi-phased Instagram journey asks users a series of "this or that" questions that takes them through a night of drinking
 - Allows users to see how their choices while out drinking impact their ability to drive



Instagram Journey Strategy





Game On

Campaign Timing

- 7/1/16 live on Instagram
- 7/1/16-7/4/16 –
 promoted posts on
 Instagram
- 7/1/16-9/11/16 organic content on Facebook

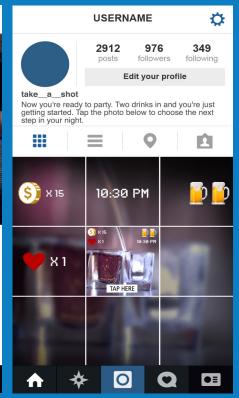
Tracking & Reporting

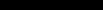
- Promoted post impressions, clicks
- Profiles followers,likes, comments, clicksto website



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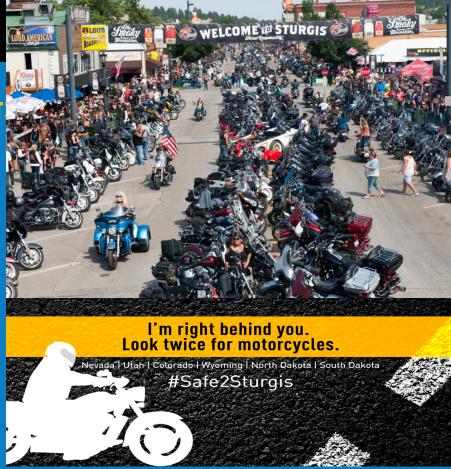






Why a Safe2Sturgis Campaig

- Motorcycles account for the largest increase in Region 8 fatalities from 2014 to 2015
 - Fatal crashes involving motorcycles are up 19%
- 16% of those motorcycle fatalities occurred during the 3-week period surrounding the Sturgis Motorcycle Rally™
- Number of unhelmeted MCs increased by 13%



- In response, Region 8 created a public information campaign, entitled "Safe2Sturgis", to educate motorists of the increased presence of bikes on the road, and to remind motorcyclists to operate safely during this peak season when traffic is up 30%
- For the first time, all Region 8 States have signed on to this border-to-border initiative to prevent motorcyclist injuries and deaths





Activities

- Dates: July 25, 2016, through August 15, 2016
- Activities:
 - Concept Development
 - Earned Media:



- Press Events:
 - CO/WY August 4, 2016 @ 10 a.m.
 - WY/SD HP August 9, 2016 @ 11 a.m.
- News Releases
- Radio Interviews
- Variable Message Signs: same slogan in all six states
- Banners on overpasses, rest stops and dealerships
- Social Media package for SHSOs/partners
- National Parks Posters
- Outreach at MC rides/events

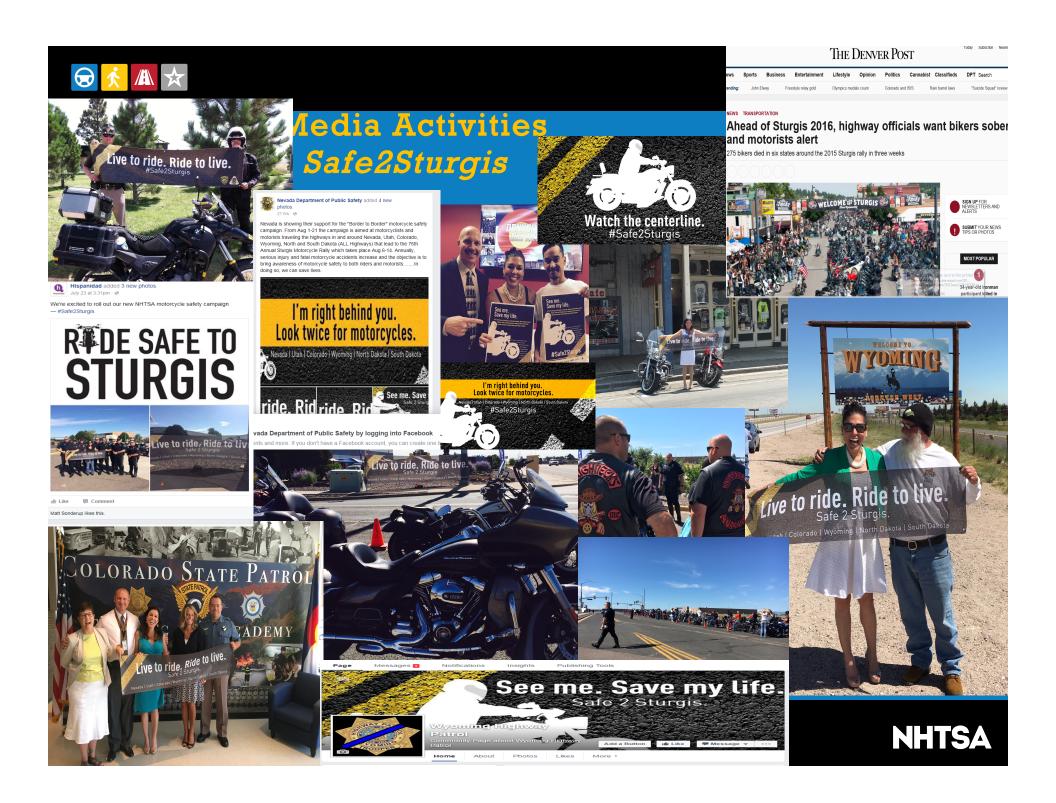


Partners:

- Region 8 SHSOs
- Highway Patrols and urban LEAs
- National Park Service
- Private Industry
- Dealerships









NHTSA Events

- The Safe Cars Save Lives Bus Tour:
 - NHTSA's Safe Cars Save Lives bus tour will be traveling across America's southern States from August 9-13 to spread the word about vehicle safety and the Takata air bag recall.
 - Miami Aug. 9th
 - Orlando Aug. 9th
 - Tampa Aug. 10th
 - Tallahassee Aug. 10th
 - Mobile, AL Aug. 11th
 - New Orleans Aug. 11th
 - Houston Aug. 12th
 - San Antonio Aug. 12th
 - Fort Worth Aug. 13th





Upcoming NHTSA Events (Continued)

- Situational Awareness Summit Aug. 10th
- National Human Choices Summit Oct. 5th-6th



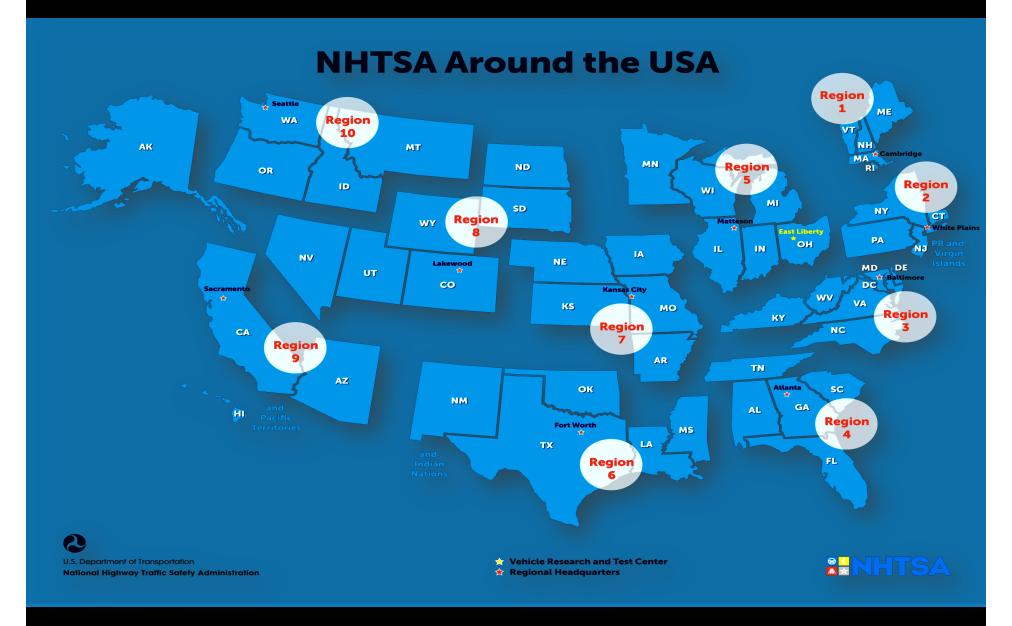


Call to Action

- What can you do?
- How can you get involved?
- Who can you contact?









State Highway Safety Offices

Link below to State Highway Safety Offices (GHSA Site)
 http://www.ghsa.org/

























Contact Information

- Michael Brown, Director, NHTSA Office of Impaired Driving and Occupant Protection,
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